

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Festival on the Green Subcommittee

Monday, July 18, 2011

Conference Room B – Mansfield Town Hall

(860) 429-2740

5:00 p.m.

Minutes

Present: Natalie Miniutti, Betsy Paterson, and Rod Rock

Staff: Cynthia van Zelm

1. Call to order

Betsy Paterson called the meeting to order at 5:05 pm.

2. Public comment

There was no public comment.

3. Approve Minutes from June 20, 2011

Natalie Miniutti moved to approve the Minutes as presented.

Ms. B. Paterson seconded the motion.

The Minutes were approved unanimously.

4. Review Task List

Activities: Ms. van Zelm said that Committee member Tom Birkenholz asked if the Windham Hospital Lifestar helicopter could be on display for educational purposes at the *Festival*. The Committee agreed that this would be a good idea. **Ms. van Zelm will let Mr. Birkenholz know about moving ahead with the helicopter.**

Ms. van Zelm reported that the deadline for people to indicate that they are interested in having an activity at the *Festival* is July 29. Information is posted on the website and reminder e-mails went out from Kathleen Paterson. Ms. K. Paterson will follow-up with calls the week of July 25.

The Committee reviewed the master events list of activities.

Advertising: On behalf of Ms. K. Paterson, Ms. van Zelm reported that bus ads are reserved for two weeks on the UConn buses. The ad for the fall Parks and Rec ad has been submitted. Gulemo is working on the Festival flyer and ads for the newspapers.

Ms. K. Paterson will next be working with Gulemo on finalizing the ads and flyer; drafting articles for the Windham Chamber of Commerce newsletter and Horizons; drafting the next press release; and updating the website.

Ms. van Zelm asked the Committee how much and many t-shirts should be sold to the public. The Committee suggested selling 20 to 25 t-shirts for \$15.

Ms. B. Paterson said she did not think she could participate in the Wayne Norman Show in September. Ms. Miniutti volunteered to go on the show which is scheduled for September 22 at 7 am.

Art: Ms. van Zelm reported that the deadline for artists to submit is July 29. Ms. K. Paterson has received some entries. Ms. K. Paterson is working on a time to review the entries with Kim Bova and Michael Allison.

Food: Ms. van Zelm reported that vendor packets had been sent to Domino's, Sara's Pockets, and Bagel Zone. Ms. K. Paterson will be making follow-up calls the week of July 25.

Music: Rod Rock explained that due to budgetary concerns, the paid events at the School of Fine Arts 50th anniversary celebration have been cut. He said there will still be faculty and student performances throughout the weekend including a buskers ball on Friday night; an open rehearsal of a CRT performance; and open classroom studios.

With respect to Slavic Soul Party's contract, Mr. Rock said he will re-draft the contract with Ms. K. Paterson's changes and send it directly to Matt Moran. He will add the price of \$3500.

Mr. Rock said that Jorgensen can provide the mics and monitors.

Mr. Rock said the stage needs to be 10 feet deep by 15 feet wide and flat (not stairs).

The band would like snacks with water and soda.

Mr. Rock said that sound and a drum set will be needed. Ms. van Zelm will check with David Foster to see if he can provide the sound (for the entire day) and a drum set. Mr. Rock suggested showing Mr. Foster the stage set-up from the Slavic Soul Party contract.

Mr. Rock said the Slavic Soul Party photo given to Ms. K. Paterson can be used for publicity purposes. Mr. Rock can help with a press release.

Mr. Rock said that Slavic Soul Party will be prepared to have the stage at 3 pm. **Mr. Rock can get someone from his tech staff to help with set-up.**

The Committee reviewed the performer's solicitation and Ms. Miniutti suggested adding that the *Festival* is a low waste event. Ms. K. Paterson will post the announcement the week of July 25.

Parade: Ms. van Zelm said the letter to past parade participants had been sent out by Mr. Birkenholz and Barry Schreier.

Ms. K. Paterson will attend the Town Traffic Authority meeting on July 26 to review the parade route with the Traffic Authority.

Set-Up: Ms. Miniutti said that UConn will not be able to provide mums since the greenhouse is closed until 2012 for renovations. **She will follow-up with Hockanum and Ledgecrest, and others to see if they can donate mums.**

Ms. Miniutti passed out an updated map for the entire Committee to review. She said the picnic area can be in the median. There are two sidewalk chalk areas. Balloons will be at both entrances. The dining terrace can be used for dining.

Ms. Miniutti contacted a balloon artist and his rate is \$100/hour but is sensitive to the budget and could charge less for additional hours. **Ms. van Zelm will talk to Ms. K. Paterson about the balloon artist.**

The Committee discussed the Storrs Center banner and the goal of seeing if it will work to be placed on the building. **Ms. van Zelm will find out the dimensions and pass on to Ms. Miniutti [done].**

Ms. Miniutti will put together a draft interior plan for inside the high school if it rains.

Ms. van Zelm will send Ms. Miniutti the overall task list so she can review timing on set-up tasks [done].

Sponsors: Ms. van Zelm said the following businesses/organizations have agreed to sponsor thus far: LeylandAlliance/EDR; Willimantic Waste Paper; UConn Co-op; UConn Foundation; Weichert Realty; Computer Rescue; Windham Hospital and the Nathan Hale Inn and Conference Center. Ms. van Zelm said she has made follow-up calls to people who sponsored last year and Janet Jones is following up with other local businesses.

Ms. van Zelm said that TD Bank is interested in having their truck or SUV be part of its booth. Ms. Miniutti asked Ms. van Zelm to get the dimensions.

Mr. Rock will follow-up on locating the dancing air tubes [done].

Mr. Rock said in the future the Committee may want to look at Big Nazo performance group that has a storefront Providence, RI. They are 10 to 12 feet high. Mr. Rock thinks that some UConn students have worked on the Big Nazos. Ms. Miniutti will look into the cost of the Big Nazos.

5. Celebrate Mansfield Weekend

Vintage Mansfield: Ms. van Zelm said that Ms. K. Paterson and Ms. Jones had met about logistics related to the wine tasting.

Picnicpalooza!: Ms. B. Paterson asked if the picnic generates enough people. Ms. van Zelm said the goal is to do more and separate advertising for the picnic from the *Festival*.

6. Adjourn

The meeting adjourned at 6:15 pm.

Minutes taken by Cynthia van Zelm.